

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #	
572685 /	09710609	
Product		
NRSC 2012		
Contract Dates	Estimate #	
10/17/12 - 10/23/12		
Advertiser	Original Date / Revision	
National Republican Senate Committee	09/04/12 / 09/04/12	
Billing Cycle		
EOM/EOC	Broadcast	
Station	Account Executive	
WITI	Trevor Heaton	
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
8201	6087	
Agency Ref	Advertiser Ref	

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
N 1 6		10/17/12	10/23/12	M-F 6a-630a	6a-630a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				2	\$550.00		
N 2 6		10/17/12	10/23/12	M-F 630a-7a	630a-7a		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				3	\$550.00		
N 3 6		10/17/12	10/23/12	M-F 7a-730a	7a-730a		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				3	\$650.00		
N 4 6		10/17/12	10/23/12	M-F 730a-8a	730a-8a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				2	\$650.00		
N 5 6		10/17/12	10/23/12	M-F 8a-830a	8a-830a		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				3	\$550.00		
N 6 6		10/17/12	10/23/12	M-F 830a-9a	830a-9a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				2	\$550.00		
N 7 6		10/17/12	10/23/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				2	\$315.00		
N 8 6		10/17/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				3	\$315.00		
N 9 6		10/17/12	10/23/12	M-F 1p-2p	1p-2p		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				5	\$150.00		
N 10 6		10/17/12	10/23/12	M-F 3p-4p	3p-4p		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				5	\$200.00		
N 11 6		10/17/12	10/23/12	M-F 4p-430p	4p-430p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/17/12	10/23/12	MTWTF--				4	\$335.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 572685 /	Alt Order # 09710609	
Contract Dates 10/17/12 - 10/23/12	Product NRSC 2012	Estimate #
Advertiser National Republican Sen.	Original Date / Revision 09/04/12 / 09/04/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
N 12 6		10/17/12	10/23/12	M-F 430p-5p			:30			NM	2 \$670.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 13 6		10/17/12	10/23/12	M-F 5p-530p			:30			NM	5 \$2,175.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 14 6		10/17/12	10/23/12	M-F 530p-6p			:30			NM	5 \$2,175.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 15 6		10/17/12	10/23/12	M-F 6p-630p			:30			NM	5 \$2,500.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 16 6		10/17/12	10/23/12	M-F 630p-7p			:30			NM	5 \$2,500.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 17 6		10/17/12	10/23/12	M-F 9-930p			:30			NM	4 \$4,400.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 18 6		10/17/12	10/23/12	M-F 10p-1035p			:30			NM	3 \$3,000.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 19 6		10/17/12	10/23/12	M-F 1105p-1135p			:30			NM	5 \$1,125.00
		Start Date	End Date	Weekdays							
		Week: 10/17/12	10/23/12	MTWTF--							
N 20 6		10/20/12	10/20/12	Sa 7a-9a			:30			NM	1 \$450.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S-							
N 21 6		10/20/12	10/20/12	College Football on			:30			NM	1 \$2,000.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S-							
N 22 6		10/20/12	10/20/12	Sa 930p-10p			:30			NM	1 \$1,000.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S-							
N 23 6		10/21/12	10/21/12	Su 7a-9a			:30			NM	1 \$450.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S							
N 24 6		10/21/12	10/21/12	FOX News Sunday			:30			NM	1 \$250.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S							
N 25 6		10/21/12	10/21/12	GB Packers Football			:30			NM	1 \$20,000.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S							
N 26 6		10/21/12	10/21/12	NFL on FOX 3p			:30			NM	1 \$4,000.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S							
N 27 6		10/21/12	10/21/12	Fox 6 Post Game Show			:30			NM	1 \$2,750.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S							
N 28 6		10/21/12	10/21/12	Su 5p News			:30			NM	1 \$600.00
		Start Date	End Date	Weekdays							
		Week: 10/15/12	10/21/12	-----S							
					5-6p						

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										Type	Spots
		Start Date	End Date	Weekdays							Amount
		Week: 10/15/12	10/21/12	-----S				1	\$600.00		
N 29 6		10/21/12	10/21/12	Su 10p-1035p	10p-1035p		:30			NM	1 \$1,400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
		Week: 10/15/12	10/21/12	-----S				1	\$1,400.00		
Totals										78	\$64,860.00
Time Period				# of Spots	Gross Amount		Net Amount				
10/01/12 - 10/23/12				78	\$64,860.00		\$55,131.00				
Totals				78	\$64,860.00		\$55,131.00				

Signature: _____

Date: _____

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